

Amendments to the Abstract are as follows:

An intellectual property right is listed at an appropriate price by monitoring an initial price set by a broker, and circulation of the intellectual property right is promoted. A Web site (21) references a database including a right situation of a right to be sold and evaluation data used to evaluate the right, determines the value evaluation price of the right to be sold, acquires a listing initial price to be input according to the value evaluation price determined here, and invalidates the initial price if the initial value exceeds a predetermined upper limit price. Here, the predetermined upper limit price is calculated by $\alpha \times (1 + \gamma)$ wherein α is a value evaluation price to be calculated and γ is a coefficient in a range of $0 < \gamma < 1$.